

# Application for United States Letters Patent

**for**

## The D-Book (Dialogue Book) System and Method

by

**Samuel Sergio Tenenbaum**

**c/o 34 East 67th. Street, 2nd. Floor  
New York, NY 10021**

[illegible]

## **THE D-BOOK (DIALOGUE BOOK) SYSTEM AND METHOD**

This application claims the benefit of U.S. Provisional Application number 60/229,145 filed in the U.S. Patent and Trademark Office on August 31, 2000; the entire contents of the aforementioned Provisional Application being hereby incorporated by reference.

### **FIELD OF THE INVENTION**

The present invention relates generally to a new kind of online interactive book format, hereinafter referred to as the "D-Book", and more particularly it relates to a business method to implement this invention.

### **BACKGROUND**

The Internet has revolutionized many areas, including book publishing. Amidst this revolution, Electronic Books (E-books) are making their appearance in the market. However, the existing models of E-books don't seem to take full advantage of the endless possibilities of the new medium. Instead, they seem to be "cut and paste" versions of traditional paper books. In other words, E-books try to give the reader a familiar impression by copying the format of existing books. As opposed to the E-Book, our D-Book was specially conceived for the Internet environment, taking full advantage of the striking features of this medium. The D-Book is first and foremost a Dialogue Book, which allows maximum ongoing interactivity with its readers. In this sense, the D-Book is a dynamic, ever changing book thanks to the constant input fed by its readers. Furthermore, the D-Book is an Internet Book, extensively hyper-linked with external sites, relevant to its contents. It also features internal hyper-links within

different sections and chapters of the D-Book itself, thus granting the reader an enlightening and amusing experience.

Additionally, unlike the E-Books, the D-Books are completely browser-driven, namely the readers will not need plug-ins to read them.

## SUMMARY

The D-Book features a number of innovations and advantages over the existing E-Book models, such as:

1. **Dialogue and Openness:** Due to its dialogue component, the D-Book experience will be particularly but not exclusively suitable for non-fiction books. The original authors of D-Books will acknowledge the fact that their books will become constantly developing entities, thanks to the active participation of the readers, who will post their comments, suggestions, alternative passages, reviews, amendments, etc. in an online forum especially devoted for that purpose. In other words, the D-Books will be open and interactive.
2. **Universality:** The D-Books will feature a wide net of hyperlinks with external websites relevant to their contents, thus enhancing the reader's experience. For the sake of convenience, the external links will open inside the D-Book itself, so that the reader can easily go back to his original reading. These hyperlinks will be constantly updated, thus granting a sense of liveliness and ongoing relevance to the D-Book.
3. **Advertising-sponsored business model:** In our preferred embodiment, the D-Books will be sponsored by advertisers, so that the readers will access them totally free of charge. The preferred advertising method will be the "Shoshkele"

(TM) **animations.** Other online advertising methods (such as banners, interstitials, etc.) will also be contemplated.

4. **Community Experience:** The D-Books will feature special online fora where the readers will be able to exchange anything from punctual views regarding the D-Book in question, up to general literary preferences.
5. **Browser-driven Experience:** D-Books will not require any plug-ins nor any special reading software. They will be browser-driven and browser-agnostic, so that any Internet surfer will be able to access them, using his/her usual Internet Browser.
6. **Freedom of use:** The readers of D-Books will be able and entitled to print them, give them away as gifts or forward them by email to friends.

#### **BRIEF DESCRIPTIONS OF THE DRAWINGS**

The foregoing brief description, as well as further objects, features and advantages of the present invention will be understood from the following detailed description of presently preferred embodiments, with reference being had to the accompanying drawing, in which:

FIG. 1 is a block diagram illustrating the D-Book business model. The main players are the Original Author, the Editor and the Readers.

### **DETAILED DESCRIPTION**

These and other aspects of the invention will now be described in greater detail in connection with a number of exemplary embodiments.

The present invention provides a method of granting a unique reading experience to anyone who has an Internet connection or anyone at large who can get a print of the book from someone who has an Internet connection.

The method comprises the following steps:

The Original Author 110 presents his/her manuscript to the Editor 112 for review and proof-reading.

Together, Original Author 110 and Editor 112 implement the Hyper-linkage Process 210, whereby certain words, names and passages of the D-Book will be linked to outside reference websites.

Once the review, proof-reading and Hyper-linkage processes are completed, the D-Book goes online (Online Presentation 212), on a specific website URL.

The Reader 114 with an Internet connection, accesses the D-Book by entering the proper URL and embarks in the reading experience by browsing the internal and external links. During this time, Shoshkele TM animations 214 pop-up in a random fashion with advertising contents relevant to the Reader.

During the reading experience, the Reader can input his/her remarks (216), contact the author (218), contact other readers (220), interact with the D-Books hyperlinks (222) or participate in various fora (224).